

REP: TEL# 703 528 7800FAX# 703 528 7880

REP HEADLINE# 6225739TRF# 321187

CREDIT ADVISORY: AGENCY CREDIT RISK !!

\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ORDER WORKSHEET

HARRIS REPORT FROM REP

SEP27/12 17.11

\*\*CHANGES\*\*

\*\*\* WFTV-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS

AGY # 1977 AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP.# OFF.# 6556 SALESMAN #

BUYER NAME ELISE CLOYD

SALES PRSN WA- JOE KNAUER

ORDER # CONTRACT # 6225739

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1758

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT1/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP27/12 17.11

REP: TO LENA

FR JULIE

OK'D M1

TTL5 RTS

PLS CFM, THX 9/27

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2	S		1100A-1200N	30		\$1,000.00	9/25	9/28	4		TU-F	4
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1758												
PROGRAM : VIEW												
CON COM1: 2 X PER DAY												
23	A		500P-600P	30		\$2,800.00	10/1	10/1	1		MON	1
PROGRAM : NEWS												
ORD COM1: WE CAN OFFER												
THIS IS A MAKE-GOOD FOR SEP26 ON LINE-2 FOR 4 SPOTS/WK												
THIS IS A MAKE-GOOD FOR SEP26 ON LINE-7 FOR 2 SPOTS/WK												

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ORDER WORKSHEET HARRIS REPORT FROM REP SEP27/12 17.11  
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\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ \*\*CHANGES\*\* \*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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24	A		600A-700A	30		\$2,800.00	10/1	10/1	1		MON	1
PROGRAM : NEWS												
ORD COM1: WE CAN OFFER												
PART OF A MAKEGOOD MADE UP OF LINES 23-24												

7	S		1135P-1205A	30		\$800.00	9/25	9/28	2		TU-F	2
PROGRAM : ABC NITELINE												
CON COM1: 1 X PER DAY												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#2	MISSED: TU-F/1100A-1200N				SEP26(4/WK)		30S	\$1,000.00	(SEP27/12)	
		BUY#7	TU-F/1135P-1205A				SEP26(2/WK)		30S	\$800.00		
			OFFER: MON/500P-600P				OCT1		30S	\$2,800.00	PLS ADVISE.	
			& MON/600A-700A				OCT1		30S	\$2,800.00		
CMT: WE CAN OFFER												

SEP/12 103400.00 OCT/12 30350.00 CONTRACT TOTAL 133750.00  
TOTAL SPOTS 63

MARKET TOTALS \$354,166 WFTV 42% WKMG 17% WESH 31% WOFL 10% WKCF 0% WRBW 0% CABL 0%  
WOPX 0% WRDQ 0% EFTV 0%

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE